

SAN DIEGO COUNTY  
The Perfect Climate for Getting Down to Business

**Taking a Closer Look at our Region:**

**You've seen it all before. The sun, sea and surf.**

You've read the financial section of the nation's leading newspapers describing San Diego as "Technology's Perfect Climate." You've been looking for the perfect climate to get down to business.

You've discovered San Diego – where we make business opportunities work for you with:

- A Strong Regional Economy
- Leading Edge Technology and research
- Proximity to Pacific Rim, Mexico and Latin America
- Large and Diverse Job Base
- Modern Infrastructure
- Year-Round Temperate, Non-Humid Climate
- 70 Miles of Ocean Frontage with 30 Beaches
- Unlimited NAFTA Possibilities
- World-Class Research Universities
- Educated Population
- Home to Fortune 500 companies Sempra Energy, SAIC and Gateway
- San Diego County government ranked in top three best-managed counties in the nation by *Governing Magazine* (2002)
- Ranked #1 in the U.S. for business and careers by *Forbes Magazine* (2002)

**Perfect Climate & Geography**

San Diego County covers 4,261 square miles, bordered by Orange and Riverside Counties to the north, Imperial County to the east and Mexico to the south. Average daily temperature is a mild 70.5 degrees Fahrenheit year-round with a total rainfall average of 9.5 inches a year. Elevation ranges from sea level to mountains higher than 7,000 feet.

**San Diego International Airport**

Served more than 15 million passengers in 2000 and moves approximately 116,000 tons of freight annually.

**San Diego's Biotechnology Industries**

San Diego County has the third largest concentration of biotech companies in the U.S. with an annual payroll in the life sciences sector of approximately \$2 billion. Biomedical firms in the region reported \$1.75 billion in worldwide revenue in 2000.

**Communications, Electronics & Information Technology**

San Diego has earned a reputation for being the "Wireless Capital of the World." The San Diego/Tijuana region is also the television production capital of the world, producing more than 12 million sets annually.

### **Defense & Space**

San Diego-based Navy and Marine commands including SPAWAR (Space and Naval Warfare Systems Command) combine to make the region the largest military complex in the nation. As San Diego's second largest industry, the defense and space cluster reported an annual expenditure of \$9.8 billion in 2000. Approximately \$1.5 billion in contracts were awarded to San Diego-based companies in 2000.

### **World-Class Research Institutions**

In 2000, the San Diego region received more than \$449 million in grants from the National Institutes of Health and is home to the top two NIH grant recipients in California – University of California, San Diego and the Scripps Research Institute. Other major world-renowned research facilities include:

- The Salk Institute
- The Burnham Institute
- San Diego Supercomputer Center

### **Network of Universities and Community Colleges**

San Diego educational institutions continue to earn national recognition for innovative programs including San Diego State University's International Center for Communications Master's of Science in Regulatory Affairs, the first program of its kind in the western United States. The University of California, San Diego (UCSD), ranks in the nation's top ten for higher education and scientific exploration. Both UCSD and the University of San Diego are ranked among the top engineering schools in the U.S. News & World Report 2000 Rankings.

### **Business-Friendly Environment**

The County of San Diego Office of Trade & Business Development is the dynamic link between new and expanding enterprises and local government in the San Diego region. Encompassing more than 4,000 square miles of metropolitan, residential, rural, manufacturing and industrial land, San Diego has earned a reputation for its business-friendly environment and for being one of the top technology destinations in the world. Professional assistance is available to businesses planning to initiate, relocate or expand operations in San Diego through the Office of Trade & Business Development.

### **Get Down to Business in San Diego County**

With today's emphasis on customer service, San Diego County government officials have worked together to create a business-friendly environment in order to retain local business and attract new business to the region. The permit process has been streamlined and building inspectors and planners work evening hours. Many government services are being outsourced, providing lucrative opportunities for many area businesses. In the unincorporated area of the county, business licenses are not required and satellite offices have been opened to serve the public more efficiently. Recent annual customer satisfaction surveys consistently applaud the professionalism and expertise of County building staff.